

Table 1: Type of Information Visitors were Seeking

<u>Response</u>	<u>% of Total Responses</u>
General information	29%
Product information	27%
All aspects of company	13%
No comment	10%
Unsure	5%
Waste water, soil and recycling	4%
Written audio visual, promotional	3%
What can do domestically/overseas	2%
Sensor	2%
Chemicals	1%
Venture capital	1%
Specifics on recycling	1%
Movement of equipment	1%
Info. on environmental containment	1%

II. Business Opportunities Resulting from Globe '94

Six questions, numbered 3 through 8, focused on business opportunities and requests for information resulting from the show. Table 2 presents the percentage of exhibitors reporting leads and trial orders, while Table 3 presents the percentage of exhibitors receiving various requests.

In total, 72% of exhibitors reported they received leads as a result of Globe '94, while one-third (32%) indicated that they received trial orders. In terms of visitor requests, two-thirds of exhibitors were asked for preliminary proposals/quotations, 53% were asked about possible distributorships, half were queried about joint ventures, and 29% received requests about other business proposals.